

WEB ADMINISTRATOR

GRADE: 24

FLSA: EXEMPT

CHARACTERISTICS OF CLASS:

The Web Administrator performs difficult professional and administrative work in developing, designing, and maintaining the City of Rockville's Internet and intranet Web sites. The work requires a proactive approach responding to the needs of the various City departments and members of the City Council. The incumbent has broad latitude and is responsible for supervision of the Web Assistant and the content, quality and style of the Web sites as well as reliability, functionality and ease of use. This entails finding, creating and installing tools to create Web content including all graphics and ensuring it is reflective of the City's style. The work has limited physical demands and the working conditions can be stressful due to the high visibility of the work and its meaningful impact. The incumbent is on call nights and weekends to resolve issues related to Web performance and update urgent or emergency City communications.

EXPECTATIONS OF ALL CITY EMPLOYEES:

- Learn and demonstrate an understanding of City, department, division and team goals.
- Serve and meet the needs of customers during routine or emergency situations.
- Ability and willingness to work as part of a team, to demonstrate team skills and to perform a fair share of team responsibilities.
- Ability to assess his/her work performance or the work performance of the team.
- Plan and organize his/her work, time and resources, and if applicable that of subordinates.
- Contribute to the development of others and/or the working unit or overall organization.
- Produce desired work outcomes including quality, quantity and timeliness.
- Communicate effectively with peers, supervisors, subordinates and people to whom service is provided.
- Understand and value differences in employees and value input from others.
- Consistently report to work and work assignments prepared and on schedule.
- Consistently display a positive behavior with regard to work, willingly accept constructive criticism and be respectful of others.

EXAMPLES OF DUTIES:

- Maintains the City's web site and ensures content is up to date and visually appealing.
- Manages the problems and changes to the web site.
- Conducts tests of the web site using multiple browsers.
- Ensures links and files are loading and working properly.

- Takes digital photos as needed.
- Writes and edits material to be used on the web site.
- Assists departments and prepares their documents for inclusion in the web site. As appropriate, reformats and/or includes documents from any source in Website content.
- Ensures Website meets section 508 of the Rehabilitation Act standards in page design. Designs, optimizes and edits graphic images.
- Manages Website content: sets up user accounts; trains and supports designated staff to contribute content (currently approx. 20 staff); monitors contributed content for consistency and grammar; and corrects as needed.
- Develops web pages optimized with search engines to ensure appropriate results rise to the top.
- Oversees Rock Enroll, the City's recreation registration system: customizes user interface using cascading style sheets, SHTML files; creates graphics as needed; and updates text and links using administrator interface with specialized html hand coding.
- Oversees the design of Accela Econnect; develops Web-based query files for Accela Advantage permit system; customizes the look and feel to be consistent with City's Web site; and monitor performance.
- Contacts TicketLeap to resolve any technical issues that may arise with purchasing F. Scott Fitzgerald Theatre tickets online.
- Customizes the look and feel of user interface for City parking tickets.
- Customize look and feel Web interface to be consistent with the City's Web site; optimize interface for maximum usability.
- Creates custom forms as needed for staff requests. Collects data and exports to spreadsheets upon request.
- Monitors video encoder for Streaming Video, optimizes video streams for best performance over the internet, restarts and reconfigures video streams as needed; proactively resolve issues.
- Monitors Town Center Web Cam camera performance to ensure that images are being updated once per minute; proactively resolve issues.
- Monitors Weather Data link from roof of City Hall and works with Weatherbug technical staff to embed weather data within the City's Web site and monitors performance.
- Monitors Web servers and immediately resolves any issues that prevent the Web site from functioning. Stops and starts ColdFusion and Site Executive as needed using line commands in Linux; administer ColdFusion settings for optimal performance.
- Creates and maintains list serve and discussion groups as may be appropriate.
- Receives information from various sources and updates City site on priority-based schedule of maintenance.
- Maintains cross-platform and cross-browser compatibility.
- Ensures consistent visual appeal by promoting uniform fonts, formatting, icons, images, layout techniques and modularization.
- Provides support to ROCKNET and serves as their staff liaison.

- Participates in ROCKNET meetings and reports on the status of the Web site.
- Provides necessary training to departments.
- Performs related duties as required.

QUALIFICATIONS:

Required Training and Experience:

- Any combination of training and experience equal to a Bachelor's Degree and three years experience building complex Web sites and experience designing and maintaining websites required.
- Formal design, writing, editing and programming education and Webserver System Administrator experience preferred.
- Applicant must have a web page as part of their resume and hands on experience on actual sites, which can be reviewed.

Preferred Knowledge, Skills and Abilities:

- Advanced knowledge of Adobe Photoshop and Image Ready
- Thorough knowledge of HTML and JavaScript
- Basic knowledge of Linux.
- Basic knowledge of ColdFusion.
- Knowledge of firewall and Internet security issues.
- Knowledge of cross-platform issues
- Knowledge of Web Trends Log Analyzer or similar software.
- Knowledge of good design, typography, color, and their application on the web.
- Skill in graphic design, data driven web content or any other web-related skills.
- Good written and oral communication skills.
- Skill in communicating with content contributors in the organization at all levels.
- Ability to use content management system software and database-driven Web sites.
- Ability to use Macromedia software suite: Dreamweaver, Flash, Freehand, Acrobat Professional and PDF file management.
- Ability to facilitate a sense of clean design with complex constraints and short deadlines.
- Ability to work both independently and effectively with others.
- Ability to edit material for content, quality and style.
- Ability to manage contractual relationships with vendors and suppliers.
- Ability to train users to publish content to the web.